

GREENLIT PRESENTS

Crowdfunding at a Glance

How much can I raise?



The bigger the team, the
bigger the network, and
networking is essential for
Crowdfunding

Another guide is no more than three times the amount
your team thinks they can individually raise

NOTE: We've seen individuals raise
50k by themselves, and have seen
many individuals raise 15k, but it's
very hard work!

GREENLIT PRESENTS

Crowdfunding at a Glance

What's my timeline?

**1-3 (or more)
months
preparation**

30 Day Campaign

**At least one
month between
end of campaign
and production**

The Ideal Campaign

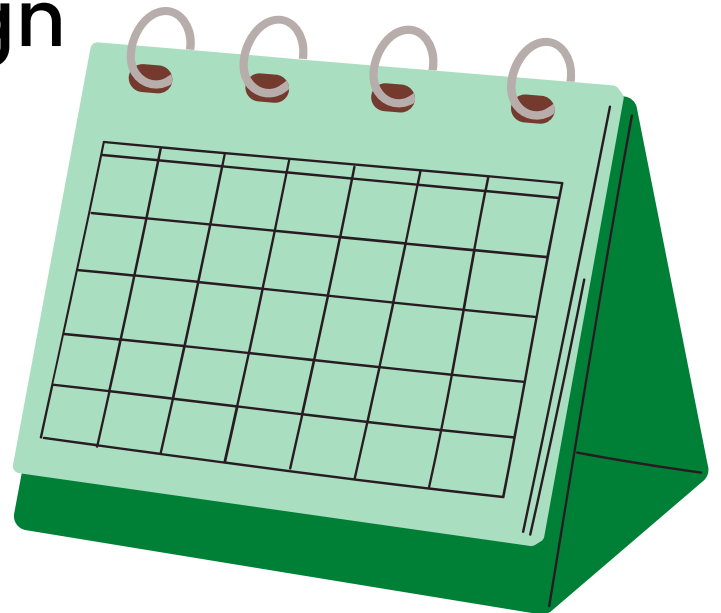
At Launch: At least 10%

First Few Days: 30%

End of Week 1: 40%

End of Week 3: 70%

End of Week 4: 100%



That being said, there's no one path to a successful campaign, and at Greenlit we can work with you no matter what your timeline is to plan your ideal campaign!

GREENLIT PRESENTS

Crowdfunding at a Glance

Making Money

Direct Messaging Known Contacts

The foundation of any campaign

Cold Asks

Puts you in front
of new people)

Social Media

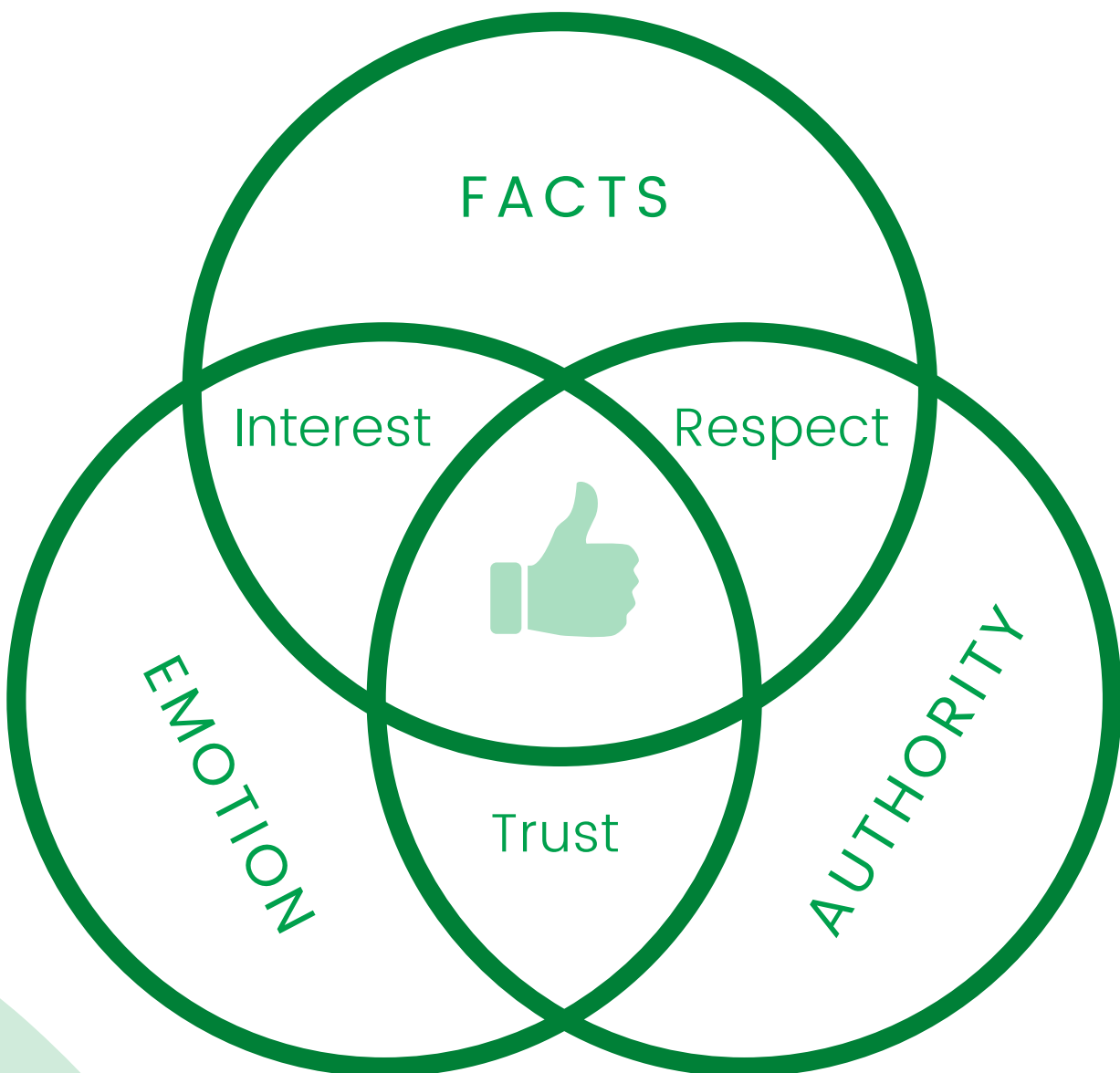
Important for
visibility

People are unlikely to donate to an unknown person's project until it's past at least 50%, that's why direct one-on-one messaging is essential for a successful crowdfunding campaign.

GREENLIT PRESENTS

Crowdfunding at a Glance

Your Pitch



*Stolen from Aristotle's Rhetoric
Pitching is all about persuasion and
crowdfunding is the best pitching
bootcamp out there!

GREENLIT PRESENTS

Crowdfunding at a Glance

Common Terms

Crowdfunding Platform- Greenlit is a Crowdfunding Platform, similar to Indiegogo, Kickstarter, Crowdfunder, and GoFundMe, but we only take on creative projects and give one-on-one guidance to each of our creatives.

Rewards- With rewards based crowdfunding investors receive some incentive for their donation. Examples are a credit, a product, or an event.

Backer- The people supporting your project, make sure to take good care of them!

Pitching- The way you sell your project to potential backers, producers, or team members.

Interested in Crowdfunding? Create your account at [Greenlit.com](https://www.greenlit.com) and make your project happen, or set up a meeting with our Head of Community,

Grace O'Keefe here:

www.go.oncehub.com/GreenlitConsultation

